

Your Community - Informed and Involved Residents Key to City Success
By Carlos Urrutia, Rocklin City Manager

Do you know what the City of Rocklin and its employees do on a daily basis to make your community cleaner, safer and more accessible? You should, and that is why the City of Rocklin is partnering with The Placer Herald to create “Your Community,” a bi-weekly public information column highlighting City services as well as the people who work tirelessly to serve residents.

Rocklin is a city shaped by the priorities of its residents. Local government strives to offer an excellent environment where people can live, work, play and raise a family. For most citizens, the quality of life in the City of Rocklin is no secret. However, many are unaware of all the different city departments and dedicated people that provide the public services that make Rocklin such a desirable community.

In the coming months, we will provide insight regarding the various departments within the City and highlight projects that are currently being implemented as well as new initiatives that are on the horizon.

For example, public safety is a top priority, and we will share how the City has planned wisely to meet residents public safety needs by constructing a new fire station and police station. Additionally, to provide residents with recreational opportunities, Rocklin has constructed more new parks during the last five years than during any other period in City history. We will discuss Rocklin’s commitment to open space preservation, and provide information regarding the City’s aggressive approach to preserve open space and provide recreational opportunities.

At the same time, we also want residents to understand how individual departments work to provide the finest customers service while at the same time protecting precious taxpayer funds. We will explore some of the innovative ways the City stretches its dollars through public and private partnerships. We will also address the issue of regional cooperation and why is that important.

Finally, we will provide information about the City's approach to growth and planning as well as the ongoing work of the General Plan Advisory Committee. Rocklin's General Plan, which serves to guide future planning and development, is currently undergoing a review by a committee that includes City Staff, community leaders and citizens. Growth is an important issue, and the City takes its responsibility to protect Rocklin's high standard of living seriously. That is why, while some Cities are expanding beyond their limits, Rocklin is carefully growing into the borders planners projected two decades ago.

The City Council and City Staff want to strengthen the bond between residents and government. We want you to be informed and involved in shaping Rocklin's future, because you deserve to know what government is doing, why they are doing it and how it benefits you.

Strong, effective communities are no accident. They occur because of strategic planning, commitment to community needs both now and in the future, a laser focus on priorities and most of all a sense of community where everyone works together. By keeping you informed of key issues we hope to secure your awareness, involvement and feedback on topics that will shape the future of our city.